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ABSTRACT

This syllabus outlines the daily schedule for a six-week course in intercultural communication, describes topics covered in class, and lists required reading selections. Course topics, presented by the instructor and by guest lecturers, include basic concepts and models of intercultural communication, public diplomacy, design and conduct of field research, culture and communication, Eastern and Western value systems, the importance of public opinion in the conduct of foreign policy, and the mass media. During the course, students work in teams of three on field projects and prepare written and oral reports of their projects, and they write and present book reports. Course examinations are in the form of group oral examinations. (GW)

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The U.S. Information Agency's
Tenth Annual

INTERCULTURAL COMMUNICATION COURSE

September 6 - October 14

Syllabus

All sessions will be held in Room 1100-1776. Free time is provided daily for lunch from 12:00 to 1:00 p.m. and for course reading and projects from 1:00 to 3:00 p.m., with the exceptions noted. On Wednesdays and Fridays the reading/project time is extended until 5:00 p.m.

Tuesday, September 6

9:00 - 12:00 — COURSE INTRODUCTION
Michael H. Prosser, Professor, Department of Speech Communication, University of Virginia, and the course academic coordinator

A pre-test is administered; class members participate in expectation and self-identification exercises; and Prosser explains the goals and requirements of the course.

3:00 - 5:00 — BASIC CONCEPTS AND MODELS OF INTERCULTURAL COMMUNICATION
L. Robert Kohls, Chief, Training and Development Division, IPT/T
Michael Prosser

Kohls presents three value-free models of culture in order to examine the fundamental premises around which cultures develop, and contrasts American and non-American cultural assumptions.

Reading: John C. Condon and Fathi Yousef, Introduction to Intercultural Communication (Indianapolis: Bobbs Merrill, 1975). 306 p.

Andrea Rich, Interracial Communication (New York: Harper and Row, 1974), Chapters 1 and 2, p. 1-42.

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Wednesday, September 7

9:00 - 12:00 — FILM: "BWANA TOSHI" (115 mins.)
Michael Prosser

This film demonstrates the opportunities and problems facing a young Japanese Overseas Volunteer as he finds all of his cultural norms and expectations clashing with those of his hosts. A discussion follows.

1:00 - 2:30 — LUNCHEON: PUBLIC DIPLOMACY AND INTERCULTURAL COMMUNICATION
Alan Carter, Associate Director for Policy and Plans, USIA

The Foreign Service Club
2101 E Street, N.W.

Reading: Larry Samovar and Richard Porter, Intercultural Communication: A Reader (Belmont: Wadsworth, 1976), Unit I, p. 3-48.

K.S. Sitaram and Roy Cogdell, Foundations of Intercultural Communication (Columbus: Charles Merrill, 1976) Chapters 1 and 2, p. 1-48.

Michael H. Prosser, "Communication, Communications, Intercommunication," Intercommunication Among Nations and Peoples (New York: Harper and Row, 1973), p. 1-22.

Thursday, September 8

9:00 - 12:00 — THE PRINCIPLE OF SIMILARITIES AND DIFFERENCES
Edward C. Stewart, Adjunct Professor, Southern California University, Washington Center

Stewart presents an overview of the field of intercultural communication, and establishes the principle of similarities and differences in values, beliefs, and attitude formation in different societies as the basic organizing principle in the study of intercultural communication.

Thursday, September 8 (cont.)

3:00 - 5:00 DESIGNING AND CONDUCTING FIELD RESEARCH
Barry Fulton, Chief, Resource and Operations Analysis Staff, IOA/A
Edward Stewart
Michael Prosser

Reading: Hal Fisher, "Interviewing Cross-Culturally," in Michael H. Prosser, ed., Intercommunication Among Nations and Peoples (New York: Harper and Row, 1973), p. 155-164.

Samuel L. Becker,"Directions for Intercultural Communication Research," in Larry Samovar and Richard Porter, eds., Intercultural Communication: A Reader (Belmont: Wadsworth, 1976), p. 346-355.

Margaret Mead, "Some Cultural Approaches to Communication Problems," in Samovar and Porter, op. cit., p. 356-361.

Richard E. Porter and Larry Samovar, "Intercultural Communication Research: Where Do We Go From Here?", in Readings in Intercultural Communication, Vol. III (SIETAR, 1973), p. 1-13.

John C. Hwang, "Intercultural Communication Problems in Cross-Cultural Research," in Readings in Intercultural Communication, op. cit., p. 41-46.

Claire Selltiz, Marie Jahoda, Morton Deutsch, and Stewart W. Cook, Research Methods in Social Relations (New York: Holt, Rinehart, and Winston, 1959), p. 146-186.

Abraham Kaplan, The Conduct of Inquiry: Methodology for Behavioral Science (Scranton: Chandler Publishing Co., 1964), p. 198-206 and 206-210.

W. Charles Redding, "Research Setting: Field Studies," in Phillip Emmert and William D. Brooks, eds., Methods of Research in Communication (Boston: Houghton Mifflin, 1970), p. 105-159.

Friday, September 9

9:00 - 12:00 THE BAFA BAFA SIMULATION
Michael Prosser

Reading: Larry Samovar and Richard Porter, eds., Intercultural Communication: A Reader (Belmont: Wadsworth, 1976), Part II, p. 49-108.

Edward T. Hall, Beyond Culture (Garden City: Doubleday, 1976), p. 1-60.

Monday, September 12

9:00 - 10:30 THE INTERPERSONAL DIMENSIONS OF INTERCULTURAL COMMUNICATION
Anne Devereux, Policy Officer, Bureau of Educational and Cultural Exchange, CU/OPP

10:30 - 12:00 THE ETHNOGRAPHIC STUDY OF COMMUNICATION
Michael Prosser

Prosser discusses the components of communication--the communication event, its messages, participants' codes, and channels--and links these to the components of culture.

2:00 - 4:00 INSTRUMENTS OF INTERCULTURAL COMMUNICATION RESEARCH
Edward Stewart
Barry Fulton
Michael Prosser

4:00 - 5:00 RESEARCH PROJECTS
Teams of three participants each meet to design an intercultural communication field project. Stewart, Fulton, and Prosser serve as research consultants, and work with each team for one hour to assist in the development of the project.

Reading: Michael H. Prosser, ed., Intercommunication Among Nations and Peoples (New York: Harper and Row, 1973), p. 45-66, 82-92, 122-132, and 549-557.

Peter S. Adler, Beyond Cultural Identity: Reflections on Cultural and Multicultural Man," in Larry Samovar and Richard Porter, eds., Intercultural Communication: A Reader (Belmont: Wadsworth, 1976).

Edward C. Stewart, "An Outline of Intercultural Communication," Readings in Intercultural Communication, Vol. III (SIETAR, 1973), p. 14-36.

Tuesday, September 13

9:00 - 12:00 THE CULTURE CONCEPT
Roy Wagner, Chairman, Department of Anthropology, University of Virginia

Wagner discusses various anthropological approaches to the notions of "Culture and "culture."

3:00 - 5:00 CULTURE AND COMMUNICATION
Roy Wagner

Reading: Roy Wagner, The Invention of Culture (New York: Prentice Hall, 1975), Chapters 1, 2, and 6, p. 1-34 and 133-160.

Clifford Geertz, The Interpretation of Cultures (New York: Basic Books), Chapters 1, 2, and 15, p. 3-54 and 412-454.

Wednesday, September 14

9:00 - 12:00 A REVIEW OF THE LITERATURE AND MAJOR DEVELOPMENTS IN THE FIELD OF INTERCULTURAL COMMUNICATION
Michael Prosser

Reading: William J. Starosta, "A Critical Review of Recent Literature," in International and Intercultural Communication Annual, Vol. I (December 1974) p. 110-127.

William J. Starosta, "A Critical Review of Recent Literature," in International and Intercultural Communication Annual, Vol. II (December 1975) p. 108-128.

William J. Starosta, A Critical Review of Recent Literature," in International and Intercultural Communication Annual, Vol. III (December 1976) p. 173-185.

Nemi C. Jain, Michael H. Prosser, and Melvin H. Miller, eds., Intercultural Communication: Proceedings of the Speech Communication Association Summer Conference X (Speech Communication Association, 1974), 116 p.

Thursday, September 15

9:00 - 12:00 — CONTRASTING VALUE SYSTEMS IN INDUSTRIAL AND NON-INDUSTRIAL SOCIETIES
Edward Stewart

3:00 - 5:00 — THE CONTRAST-AMERICAN SIMULATION
Mr. Khan, Consultant in Intercultural Communication
Edward Stewart

Reading: Edward Stewart, American Cultural Patterns: A Cross-Cultural Perspective (Pittsburgh: University of Pittsburg Press, 1971), 92 p.

Friday, September 16

9:00 - 12:00 — LEADING CULTURAL ORIENTATIONS
Michael Prosser

Prosser discusses the four pre-eminent academic approaches to culture--evolutionalism, functionalism, cultural history, and cultural ecology--and their applications to intercultural communication.

Reading: Clifford Geertz, The Interpretation of Cultures (New York: Basic Books, 1973), Chapters 3-6, p. 55-169.

Edward T. Hall, Beyond Culture (Garden City: Doubleday, 1976), Chapters 5-8, p. 61-112.

Monday, September 19

9:00 - 12:00 — TESTING THE CROSS-CULTURAL COMMUNICATION EMPHASIS OF USIA

Richard Cohen, Special Assistant to the Director, USIA
Peter Janicki, Deputy Chief, Media Research Division, IOR/M
Kenneth Adler, Deputy Chief, Attitude and Audience Research Division, IOR/A

The roundtable participants discuss the research aims of USIA, as well as its research methodologies and program use.

2:00 - 5:00 — RESEARCH PROJECTS

Michael Prosser
Edward Stewart
Barry Fulton

Teams meet to discuss and design their field projects; Stewart, Fulton, and Prosser will again be available on an individual basis to work with each team for an hour to assist in the project development. Participants should finalize their project design today.

Reading: Edward T. Hall, Beyond Culture (Garden City: Doubleday, 1976), Chapters 9-15, p. 113-211.

W. Beltrans, "Alien Premises, Objects, and Methods in Latin American Communication Research," in Everett M. Rogers, Communication and Development: Critical Perspectives (Beverly Hills: Sage, 1976), p. 15-42.

Tuesday, September 20

9:00 - 12:00 — CONTRASTING BASES FOR VERBAL COMMUNICATION IN EASTERN AND WESTERN SOCIETIES
K.S. Sitaram, Chairman of the Speech Communication Department, Utah State University

Sitaram discusses Hindu, Buddhist, and Islamic world views, and contrasts them with Platonic and Aristoteleon theories of communication.

3:00 - 5:00 — CONTRASTING EASTERN AND WESTERN VALUE SYSTEMS
K.S. Sitaram
Anne Devereux
Michael Prosser

Reading: K.S. Sitaram and Roy T. Cogdell, Foundations of Intercultural Communication (Columbus: Charles E. Merrill, 1976), Chapters 3-8, p. 49-193.

Wednesday, September 21

9:00 - 10:30 — THE FORMATION AND MEASUREMENT OF PUBLIC OPINION
Alex S. Edelstein, Director, School of Communications, University of Washington

10:45 - 12:30 — THE IMPORTANCE OF PUBLIC OPINION IN THE CONDUCT OF FOREIGN POLICY
Alex Edelstein
Gregory Guroff, Senior Soviet Analyst, Soviet and Bulgarian Affairs, IOR
David Nalle, Assistant Director for the Near East and South Asia

Reading: Michael H. Prosser, ed., Intercommunication Among Nations and Peoples (New York: Harper and Row, 1973), p. 93-110, 287-315, 417-434, and 469-491.

Thursday, September 22

9:00 - 12:00 — THE ROLE OF NON-VERBAL COMMUNICATION
Maureen O'Sullivan, Associate Professor of Psychology, University of Francisco

3:00 - 5:00 — VALUE SELECTION EXERCISE
COMMUNITY LEADER EXERCISE
Michael Prosser

Participants use various interpersonal and collective skills to explore the ways in which values are translated into attitudes, beliefs, and ritualistic behavior.

Reading: Larry Samovar and Richard Porter, eds., Intercultural Communication: A Reader (Belmont: Wadsworth, 1976), Unit III, p. 109-144.

Paul Ekman and Wallace V. Friesen, "Hand Movements," in The Journal of Communication, Vol. 22 (December, 1972), p. 353-374.

Paul Ekman, "Movements with Precise Meanings," in The Journal of Communication, Vol. 26:3 (Summer, 1976), p. 14-26.

Paul Ekman and Wallace V. Friesen, Unmasking the Face (New York: Prentice-Hall, 1975), p. 11-33.

Friday, September 23

9:00 - 12:00 — THEORIES OF LANGUAGE
Michael Prosser

Prosser discusses the leading theories of language and bilingualism, and examines the concepts of language universals as summary statements of all human speakers and the generative theory of grammar as the underlying arguments of the Sapir-Whorf theory.

Reading: Larry Samovar and Richard Porter, eds., Intercultural Communication: A Reader (Belmont: Wadsworth, 1976), Units IV and V, p. 145-288.

Andrea Rich, Interracial Communication (New York: Harper and Row, 1974), Chapter 6, p. 125-160.

Monday, September 26

9:00 - 12:00	SIMULATION GAME: STARPOWER Michael Prosser
1:00 - 5:30	GROUP ORAL EXAMS Michael Prosser Half of the class reports at 1:00 p.m. and half of the class reports at 3:30 p.m. to engage in a dialogue with the academic coordinator and other participants about the lectures, reading assignments, media presentations, and simulations of the first half of the course. Class members will receive oral and written evaluations of their participation from Prosser.

Tuesday, September 27

9:00 - 12:00	THOUGHT-PATTERNING IN VARIOUS SOCIETIES Raymond Clay
3:00 - 5:00	THOUGHT-PATTERNING (cont.) Clay

Reading: Larry Samovar and Richard Porter, Intercultural Communication: A Reader (Belmont: Wadsworth, 1976), p. 170-188.

John C. Condon and Fathi Yousef, Introduction to Intercultural Communication (Indianapolis: Bobbs Merrill, 1975), p. 250-270.

Wednesday, September 28

NOTE: Participants will hand in today two 600-900 page book reports on extra reading; some of these will be selected for oral presentation on September 30.

9:00 - 10:30	THE PSYCHO- AND SOCIOLINGUISTIC DIMENSIONS OF INTERCULTURAL COMMUNICATION Rachel Birtha, Writer-Editor, Near East and South Asia Branch, IPS/PN Birtha discusses the psychological and sociological aspects of linguistics and culture.
10:30 - 12:00	FILM: "BLACK GIRL" (90 mins.)
1:00 - 2:30	MULTICULTURAL AUDIENCE REACTIONS Rachel Birtha Birtha analyses the reactions of different American audiences to the black-directed, black oriented film, "Black Girl."

Reading: Mary Cassata and Molefi Asante, eds., The Social Uses of Mass Communication (Buffalo: The State University of New York Press, 1977), p. 1-93.

Thursday, September 29

9:00 - 12:00 — INDIVIDUAL PERCEPTIONS: CULTURAL AND COMMUNICATION MODEL APPROACHES
Marshall Singer, Professor of International Relations, University of Pittsburgh

2:00 - 5:00 — THE LEVITT'S BOX EXERCISE
Marshall Singer

Participants explore the processes of communication with and without feedback.

Reading: Marshall Singer, "Perceptions and Communications," in Weak States in a World of Powers (Free Press, 1972), Chapters 1 and 2, p. 8-51.

Friday, September 30

9:00 - 12:00 — ORAL PRESENTATIONS OF PARTICIPANTS' BOOK REVIEWS
Michael Prosser

Several class members present their reviews to the class.

3:00 - 5:00 — RESEARCH PROJECTS

Project teams meet to finalize their written reports and oral presentations to the class. The written reports will be due on Friday, October 7, and the oral presentations will take place on October 7 and Wednesday, October 12.

Monday, October 3

9:00 - 12:00 — THE MEDIA: PAST AND FUTURE
Walter J. Ong, S.J., Professor of English and Psychiatry, St. Louis University

3:00 - 5:00 — AFRICAN TALKING DRUMS AND THEIR IMPLICATIONS FOR TODAY
Walter J. Ong, S.J.

Reading: Walter J. Ong, S.J., The Presence of the Word (New York: Simon and Schuster, 1967), p. 17-110.

Walter J. Ong, S.J., Why Talk? (California: Chandler and Sharp, 1969), 38 p.

Walter J. Ong, S.J., "World as View and World as Event," in Michael Prosser, ed., Intercommunication Among Nations and Peoples, (New York: Harper and Row, 1973), p. 27-44.

Tuesday, October 4

9:00 - 12:00 — COMMUNICATION AND DEVELOPMENT
Nobleza Asuncion-Lande, Associate Professor of Speech and Drama, University of Kansas
Nojoku Awa, Assistant Professor of Communication, Cornell University
William Starosta, Assistant Professor of Speech Communication, University of Virginia

The panel members present papers on the relationship between communication and development in the Philippines, Africa, and the sub-continent, respectively.

3:00 - 5:00 — COMMUNICATION AND DEVELOPMENT ROUNDTABLE
Nobleza Asuncion-Lande
Nojoku Awa
William Starosta

Reading: Michael Prosser, Intercommunication Among Nations and Peoples, (New York: Harper and Row, 1973), p. 241-416.
Nobleza Asuncion-Lande, "Implications of Intercultural Communication for Bilingual and Bicultural Education," in International and Intercultural Communication Annual, Vol. II (December, 1975), p. 62-73.

Wednesday, October 5

9:00 - 12:00 THE ROLE OF SATELLITES IN DEVELOPED AND DEVELOPING NATIONS
Hamid Mowlana, Professor of Communication, School of International Service, American University

Reading: Hamid Mowlana, "Social and Political Implications of Communication Satellite Applications in Developed and Developing Countries," in Brent Ruben, Communication Yearbook I (New Brunswick: Transaction Press, 1977) 427-438.

Hamid Mowlana, "A Paradigm for Mass Media Analysis," in Heinz Dietrich-Fischer and John C. Merrill, eds., International and Intercultural Communication (New York: Hastings House, 1976), p. 474-484.

Hamid Mowlana, "Who Covers America?", Journal of Communication 25:3 (Summer, 1975), p. 86-91.

Thursday, October 6

9:00 - 12:00 THE SOCIOLOGY OF MASS MEDIA SYSTEMS
Gertrude Joch Robinson, Associate Professor of Communication, Institute of Communication Research, McGill University

Robinson examines the political, historical, economic and sociological variables which affect the evolution of media systems.

3:00 - 5:00 STRUCTURAL FACTORS AFFECTING MASS MEDIA SYSTEMS
Gertrude Joch Robinson

Robinson compares and contrasts Canadian and Yugoslavian media to illustrate the structural factors which determine mass media systems today.

Reading: Gertrude Joch Robinson, Tito's Maverick Media: The Politics of Mass Communication in Yugoslavia (Urbana: University of Illinois Press, 1977), Chapters 1 and 2.

Ronald Atkey, " The Law of the Press in Canada," in George Adam, ed., Journalism, Communication, and the Law (Prentice Hall, 1976).

Franz Kempers, "Freedom of Information and Criticism in Yugoslavia," Parts i and 2, Gazette, 13:1 and 13:4 (1967) p. 3-21 and 317-336.

Thursday, October 6 (cont.)

Reading (cont.): Earl Beattie, "In Canada's Bicentennial Year: The Influence of the U.S. Mass Media Probed," Journalism Quarterly, 44:4 (1967) p. 667-672.

Carter Bryan, "Communism With A Difference," Journalism Quarterly, 43:2 (Summer 1966) p. 291-299.

Friday, October 7

9:00 - 12:00 ORAL PRESENTATION OF TEAM PROJECTS
Michael Prosser
Edward Stewart
Barry Fulton

Each team has one hour for its presentation, with research consultants Prosser, Stewart, and Fulton on hand to provide comments and written evaluations.

Reading: Michael H. Prosser, Intercommunication Among Nations and Peoples (New York: Harper and Row, 1973), p. 435-461 and 492-541.

NOTE: Written reports of team research projects are due today.

Monday, October 10

COLUMBUS DAY -- HAPPY HOLIDAY!

Tuesday, October 11

9:00 - 12:00 — TRAINING THE INTERCULTURAL COMMUNICATION COUNTERPART
Robert Morris, Director, Michigan State University AID Communication Seminar
Daniel J. Kealey, Coordinator, Anglophone Program, Briefing Centre, Canadian International Development Agency

Morris will discuss AID's programs designed to prepare foreign national training participants for their return home after long-term training in the United States, and Kealey will discuss CIDA's intercultural training programs for its own employees and their families.

3:00 - 5:00 — TRAINING THE INTERCULTURAL COMMUNICATION COUNTERPART: A ROUNDTABLE DISCUSSION
Robert Morris
Daniel Kealey
Michael Prosser

Reading: Daniel J. Kealey, "CIDA Adaptation Program," Canadian International Development Agency, 1975.

Brent Rubin and Daniel J. Kealey, "Behaviorial Assessment and the Prediction of Cross-Cultural Shock, Adjustment, and Effectiveness," (Presentation at the 3rd Annual Conference of SIETAR, Chicago, February, 1977).

Wednesday, October 12

9:00 - 12:00 — ORAL PRESENTATION OF TEAM FIELD PROJECTS
Michael Prosser
Barry Fulton
Edward Stewart

1:00 - 5:30 — FINAL ORAL EXAMS
Michael Prosser

Half of the class will report at 1:00 p.m. and half at 3:30 p.m. for the final oral exam, patterned after the mid-term on Monday, September 26.

Thursday, October 13

9:00 - 12:00 — LIFELONG ADULT EDUCATION: THE HIDDEN AGENDA
John Ohliger, Basic Choices, Inc.

Ohliger examines the assumptions behind the shifting focus from formal to non-formal, and from "classic liberal" to vocational education in developing societies, and questions the ability of this new emphasis to meet human needs.

3:00 - 5:00 — PROSPECTS FOR A LEARNING SOCIETY
John Ohliger

Reading: John Ohliger, "Is Lifelong Adult Education A Guarentee of Perpetual Inadequacy?" Convergence, Vol. 7 No. 2 (1974) p. 47-59.
John Ohliger, "Prospects for a Learning Society," Adult Leadership, 24, September, 1975, p. 37-39.

Friday, October 14

9:00 - 11:00 — COURSE SUMMARY
Michael Prosser

11:00 - 12:00 — COURSE EVALUATION
Jeffrey Lite, Program Coordinator, Division of Training and Development

12:30 - 2:00 — LUNCHEON: NEW DI[illegible]IONS FOR USIA
Charles Bray, Deputy Director, USIA
The Van Buren Room,
Department of State